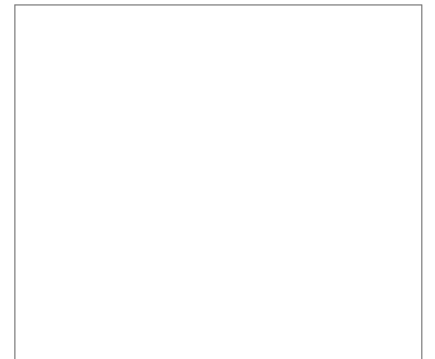


# KitchenStewardship.com

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Media Kit and Advertising Information

Katie Kimball  
kitchenstew@gmail.com  
Twitter: @kitchenstew  
Facebook.com/KitchenStewardship



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*Finding the Balance...One Baby Step at a Time*

# Kitchen Stewardship's Reach

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As of October 2011, Kitchen Stewardship's **Google page rank is 4** and the **Alexa ranking has been under 100,000** since spring 2010, currently at 52,000.

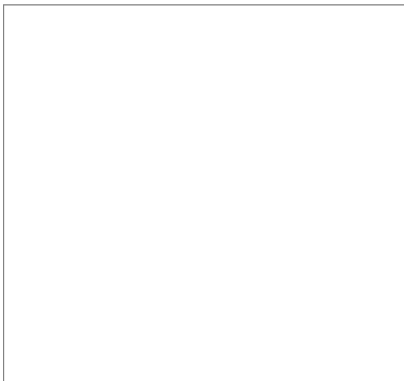
**Average Monthly Unique Visitors** (actual number of different people on site): **62,000**

**Average Monthly Website Pageviews** (total number of times the site is seen): **175,000**

*(based on third quarter 2011 statistics as reported by Google Analytics)*

Along with visitors to the site, Kitchen Stewardship connects with our audience in a number of ways. Readers can subscribe to posts via email or an RSS reader (one major reason why an in-post mention is invaluable for reaching the entire audience), get links to posts via Twitter, and interact as a community on Facebook.

**RSS and Email Subscribers: 10,500**    *Facebook* **Fans: 7,300**    *Twitter* **Followers: 5,000**



*Daily Reach of over 28,000\**

*\*includes website visits, RSS and Email subscribers, Facebook Fans and Twitter Followers*

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# Mission

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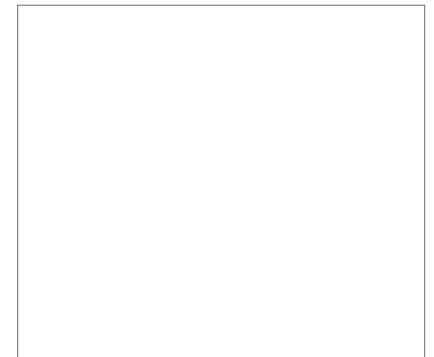
Kitchen Stewardship is dedicated to helping people balance four tension-filled areas:

*nutrition, environmentalism, time and money management.*

Through simple weekly challenges, thousands of readers take baby steps to improvement while not stressing out.

**We see working in our kitchens, like everything we do, as an opportunity to love God and serve our families.**

In its first year, Kitchen Stewardship exploded in popularity and accrued **3,000 readers and half a million pageviews**; the following year the site more than doubled again and is now over 3 million pageviews.



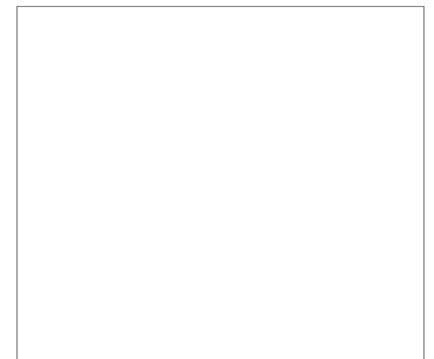
# About the Author

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Katie Kimball, owner and editor of Kitchen Stewardship, writes from Michigan where she spends an awful lot of time in the kitchen striving to feed her family **healthy, nourishing foods**. She is a teacher by education, a mother by vocation, and a foodie by passion. She has embraced her writing and cooking talents within the art form of the blog since February 2009 while capturing the marketing power of social media via Twitter and Facebook.

With over **1000 posts and 30,000 comments** on Kitchen Stewardship so far, one can be assured we're around to stay.

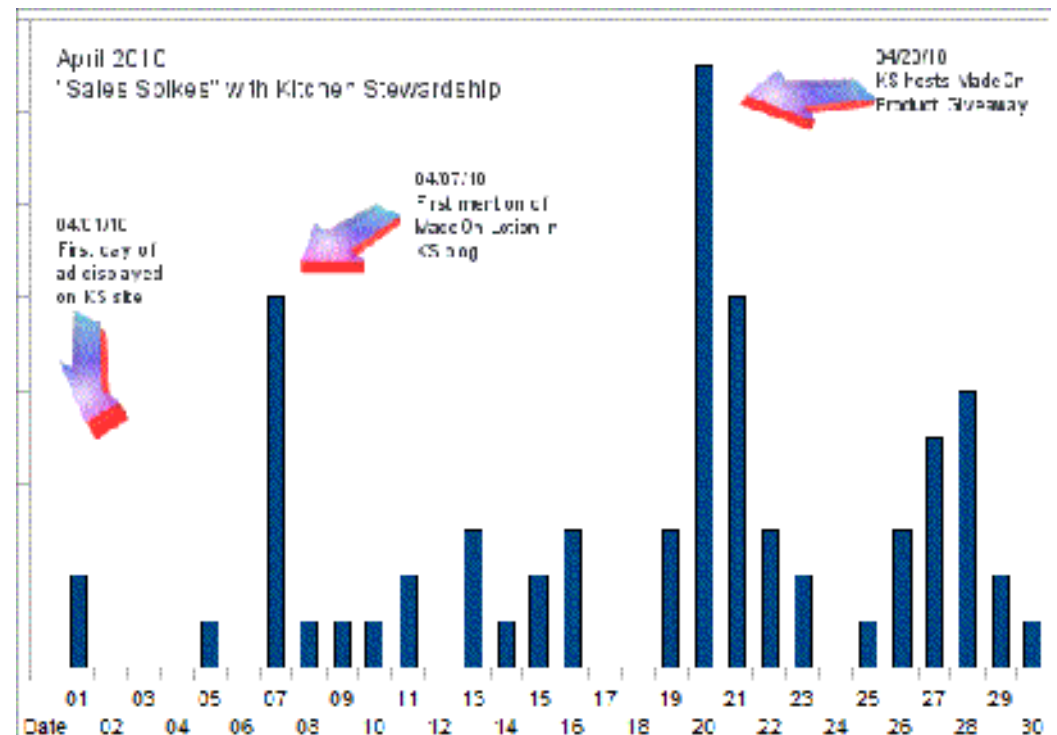


# Why Advertise With a Blog?

Blog advertising is unlike any other traditional marketing because **social media is the new paradigm for information sharing**. It's all too easy to recycle the daily newspaper before even opening it; DVRs have rendered television commercials much less effective; and who's to say how many people actually look at a billboard on the highway? Print advertising is on its way out, but blog advertising is stepping up.

Blogs are a valuable advertising vehicle because readers, looking for relevance to daily life, *care* about what authors are saying. Kitchen Stewardship has a loyal audience who trust our product recommendations and reviews.

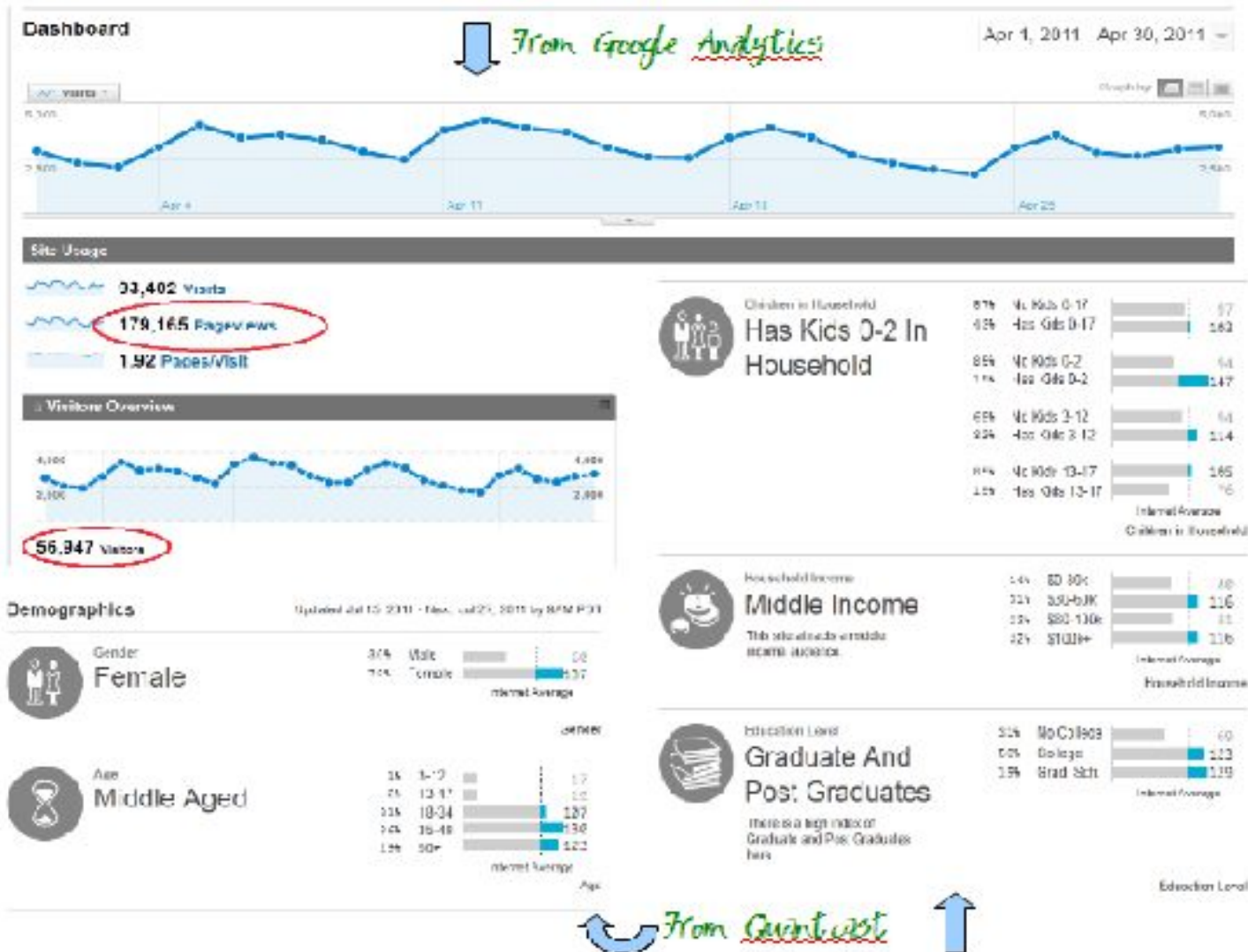
The graph to the right, made by a satisfied advertiser at Kitchen Stewardship, speaks for itself about **the power of Internet blog marketing**.



**From a reader:** "Thank you for your wonderful posts. I really learn so much. Its a nice break in the day to read them. And I totally **follow the companies you recommend** – there is much power with a blogger."

# About the Readers

Visit [Quantcast.com](http://Quantcast.com) to see the full demographic results for [www.KitchenStewardship.com](http://www.KitchenStewardship.com)



From Quantcast

Further Google Analytics screenshots available upon request.

Kitchen Stewardship's readers are, truly, a lovely bunch. The majority are women, mothers, rather evenly distributed from the 20s to the 50s, and more highly educated than the general population. They seek the best for their families and want products and services to support a healthy lifestyle. **Social circles have always been the place women go to get advice.** In the digital age, blogs and social media are beginning to replace tea parties and bridge clubs, and **KS readers are highly engaged.** Each week at least one post collects over 40 comments.

In a 2010 reader survey, 49% of readers said they have already tried a product or business as a result of hearing about it at Kitchen Stewardship, and **79% say that Kitchen Stewardship recommendations are somewhat or very influential on their purchasing decisions.** More demographic details available upon request per reader survey with 645 responses.

With social media, *influence quickly multiplies:*

**I also write for:**

- × SimpleOrganic.net (a network of SimpleMom.net)
  - × Green.YourWay.net (part of Life Your Way ezine)
  - × CatholicMom.com
  - × BabyCenter.com
- ...and do live speaking appearances and podcasts.

**Guest posts at:**

- ProBlogger.com
- MoneySavingMom.com
- DealSeekingMom.com
- KeeperoftheHome.org
- SimpleMom.net
- 5DollarDinners.com

*According to the BlogHer 2011 Social Media Matters Study, 78 percent of the female American adult populations are active social media users, and of those, nearly twice as many (20%) are motivated to consider products promoted by or with a blogger they know, than they are by promotions featuring a celebrity (12%).*

*[Read more at Fox News...](#)*

*"I just started using Biokleen **at the recommendation of Katie of Kitchen Stewardship...**" (from [Health, Home & Happiness](#), Alexa under 400,000; fast growing subscriber base)*

# Satisfied Sponsors

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“ “  
Katie has been very easy to work with, and has given us good honest feedback during the whole [giveaway] process...The process has been good for the web site. June of 2009 was not a good month for us. Our participation in the giveaway resulted in a much improved traffic and sales month for June 2010.

Sylvia Seamands, Co-owner  
[CookWarePlus.com](http://CookWarePlus.com)

I just had to write and tell you how impressed I was with your article on natural sunscreen. Very well written, researched and visually displayed. I feel honored to have been a part of such quality work that helps our world.

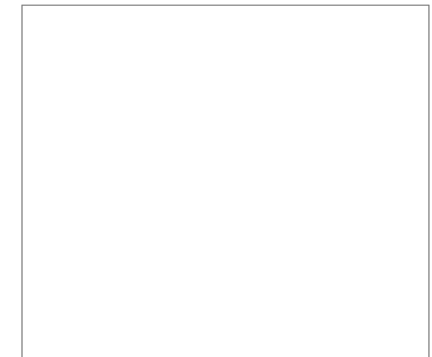
Marta Phillips, Owner  
[SunGrubbies.com](http://SunGrubbies.com)

From the first day my ad was posted on KitchenStewardship.com, I made enough in sales to cover the cost of the ad. When Katie mentioned my product in her blog a few days later, I hit an all-time high for online sales in one day. One reader even returned to order again. And it's only the first week! Thank you, Katie, for sharing my product with your readers.

Renee Harris, Owner  
[MadeOnHardLotion.com](http://MadeOnHardLotion.com)

Our web traffic is off the chart thanks to your feature.”

K.B. Lee, Owner  
[Ever Bamboo](http://EverBamboo.com)



# Integrated Campaign

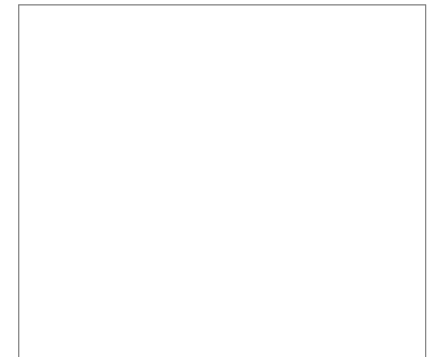
After discussing your company's current marketing goals, we can design a campaign to promote a product, company or promotion via multiple streams of social media, including Twitter, Facebook, and the blog.

One example (for \$400) is:

- **sponsored Monday Mission** (my blog is organized around a weekly challenge to improve one's nutrition or care for the environment. Here is an example of a sponsored Monday Mission: [Get Natural Outdoors](#))
- **sponsored Food for Thought** (informational research piece like [this one on salt](#)), **recipe, or tip post** like [The Gift of a Meal](#).
- **sidebar ad for 1 month** with additional complementary mention in a post
- **7 tweets**
- **3 Facebook** mentions
- **campaign evaluation** with statistics and reader interaction examples at the close of the campaign
- *a sponsored post includes link to the sponsor and positive mentions of the products*
- *over the course of 1-2 months*
- add a sponsored Twitter party for \$100 extra



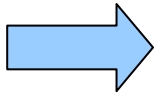
← This Facebook update as part of an integrated campaign sent over 100 clicks to the sponsor's site and had 10 comments, including TWO readers who purchased the product for the 1<sup>st</sup> time.



# Exclusive Sponsorship Package

I take my site sponsors very seriously and **work hard to help that company reach their marketing goals for the month**. An exclusive site sponsorship package includes everything from the integrated campaign plus two more mentions in posts (total of 1/week+), double the tweets and Facebook mentions, an optional giveaway, signature ad which shows up in emails (can be text or image), and **an exclusive 250x300 ad above the fold** for one month, in place of all six other ads. A site sponsor is the only KS visual sponsor for the month. (\$1200)

*An example of a site sponsorship with the exclusive sidebar ad featured at the very top of the page.*



**Reader feedback:** *"I most appreciate the length you go to research and compare products, such as the fermented cod liver oil. We settled on mint for now, but I appreciated knowing unbiased feedback from another family."*

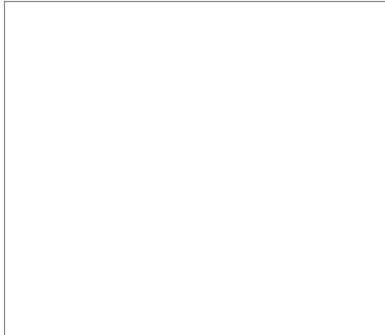
**More reader interaction with products:**  
*"I really do love that Shiloh Farms website and products. I am on a mission this wknd to see if some of my local stores around Fort Worth, TX carry their products."*

The screenshot shows the top of the Kitchen Stewardship website. The header features the logo 'Kitchen Stewardship' with the tagline 'Balancing God's Gifts. One Baby Step at a Time.' and a navigation menu with links: HOME, START HERE, THE LISTS, FEATURES, WHAT TO BUY, EBOOKS, RECIPES, CONNECT, and RSS. Below the navigation, there are links for 'FreeBook: Thanksgiving Your Way' and 'Monday Mission: Green and Natural Body Products Pick One'. The main content area displays a post titled 'Food for Thought: Katie Learns About Gluten' dated November 9th, 2012, with 68 comments. To the right of the post is a large sidebar advertisement for 'FREE EXTRA MONTH PREMIUM MEMBERSHIP' from FertilityLower.com, with a coupon code 'KITCHENSTEWARDSHIP' and a 'Register for an account now!' button. At the bottom of the sidebar, there are buttons for 'DON'T MISS A SINGLE POST!' and 'Sign up for FREE email', along with a 'foodbuzz' logo and 'FEATURED PUBLISHER' badge.

**Readers know KS is a trustworthy source of information:** *"I have purchased products based on your produce wash and sunscreen reviews. I recently searched through your excalibur giveaway/reviews and am anxiously awaiting mine as a Christmas present."*

# Other Advertising Options

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## 1. Visual Advertising

*Consistent Exposure all Month in the Sidebar*

## 2. Giveaways

*Targeted Traffic Delivered Directly to Your Door*

## 3. Post Sponsorship

*Get Your Brand in Front of ALL the Readers*

## 4. Monthly Newsletter Sponsorship

*Reach into the Inboxes of Interested People*

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# 1. Visual Advertising

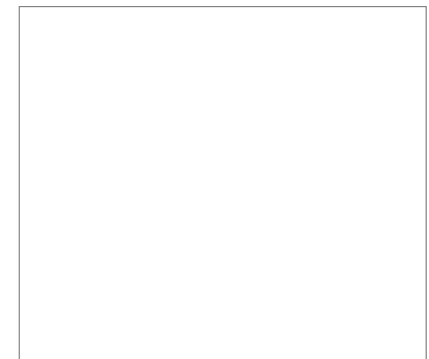


A 125x125 image above the fold **includes one complimentary mention within a post** during the month. Each company also may choose their “hover text” – a sentence that readers see when their mouse touches the ad without

clicking. Only six spots are available each month. Discounts offered for multiple month payments. Other sizes and placements are certainly

possible, including a half banner in the signature, which is seen by both RSS and email subscribers.

- Rate is ~\$1/CPM, calculated quarterly. No refunds.
- Rates for 2011 4<sup>th</sup> quarter are \$175/month.
- 3 months in advance: \$450 (saves \$75)
- 3 months + giveaway package: \$525 (saves \$100)
- 6 months in advance: \$875 (saves \$175)



## 2. Giveaways

A blog giveaway is a great opportunity to generate buzz about a brand or product and **have a targeted audience delivered literally to your doorstep.**

Giveaways receive an average of **150-400 people** entering, depending on the prize and value, with the most successful giveaway hitting **940 people** and thousands of total entries.

I've worked with many sites much larger than my own in both pageviews and subscribers, and while they're getting less than 100 unique people entering a giveaway, mine consistently attract 2-4 times as many. KS readers are engaged and interested in what is going on at the site.

### FAQs

1. **What does our company receive if we sponsor a giveaway?**
  - As a requirement for a giveaway, I always send readers to the landing page of your choice
  - Extra entries may be obtained by following you on Twitter or Facebook or signing up for your company newsletter
  - You also receive an SEO-driven link on the words of your choice in the post
2. **How many people click through?** When a 0.1% click through rate is generally seen as “good”, the **10+% CTR you'll get with a giveaway** is worth its weight in words, if not dollars.
3. **Why are giveaways paid advertising?** The administrative time to run a giveaway at this size is considerable, and a giveaway is genuine advertising for the company and is treated as such.
4. **Will we know what people think?** Because I use a survey form for entries, I can provide a document with the answers to the mandatory question to your company. **Bonus market research** on what people are thinking when they visit your site!

#### Giveaway Policy

- A product for review is required. Review samples will not be returned. Please mail to: Katie Kimball, 875 Pembroke SE, Kentwood, MI 49508
- A similar item as a giveaway prize must be offered, sent directly to the winner from the sponsor.
- Reviews are very thorough and readers often comment on that and their trust in the writer. In that light, reviews are honest and there is no expectation of a positive review. The review is nearly always separate from the giveaway post to remain authentic with my readers.
- Appropriate items may include: food samples of nutritious, “real food”, kitchen items, or “green” cleaning or other sustainable products. Most processed foods or fad items would likely not work for me or my audience.
- Giveaways have a flat fee of \$100 for administrative time. (May be negotiable for small WAHM style businesses.) Mail to address above.

# 3. Post Sponsorship

A sponsored post is a great way to get **traffic flowing to your website and promote brand recognition**. There are two kinds of sponsored posts offered at Kitchen Stewardship:

1. **Complete sponsored post:** Your product or business is what the post is about, from the title, to the photo(s), to the content. If I like your product, I'll promote it in grand form. If I don't like your product, I won't be doing a sponsored post. (I do need a product for review or prior experience with your website or product.)

*Example: [Green Pasture Fermented Cod Liver Oil](#)*

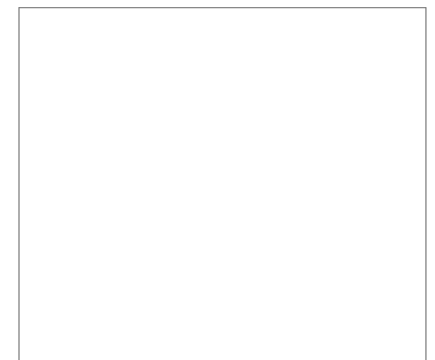


2. **Sponsored post byline:** When your company or product fits nicely with a topic I'm already posting about, I integrate something about the company within the content and include a line at the top or bottom of the post: "This post is sponsored by \_\_\_\_\_, [insert your tagline here]." This content is generally more authentic and receives a more positive response.

*Example: [Hospitality Meals for Others: Plan to Eat](#)*

***A link within a post is most effective in generating clicks because:***

1. Email and RSS feed subscribers will see the link.
2. Readers are used to clicking on in-post links for more information, even those who use an ad blocker or are just accustomed to ignoring visual ads.
3. Any link to your site from a page rank 4 gives good "link juice" to help you rank higher in search engines.
4. If the link has targeted keywords, it can help your search engine optimization for your topic.



*Sponsored posts cost between \$75-100; we will determine terms individually.*

## 4. Newsletter Sponsorship

The Kitchen Stewardship Monthly Newsletter, launched in May 2011, has **over 3,000 subscribers**. Because it only hits their inboxes once a month, over half open and read it. I always provide new and exclusive content within and a free eBook just for signing up.



As we're finally receiving a dose of warm weather here in West Michigan, I'm thinking less about hating and more about fresh fruits and vegetables at the Farmer's Market, but I sure hope you've had a chance to try one of the awesome recipes in "Is Your Flour Wet?" (the stalked grain eBook you received when you signed up for the Kitchen Stewardship monthly newsletter).

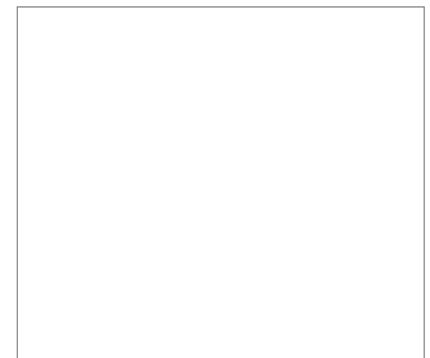
Let me start by assuring you that I'll never fill your inbox with junk! First, the newsletter will always include fun stuff like new recipes, exclusive discount codes, and information you won't want to miss (like the second free eBook I have to share with you today!). Second, believe me when I say that I won't be writing to you more than once a month. I don't have that kind of time, anyway!

### Free Backyard Barbecue Recipes eBook



As a writer for *Green Your Way* (did you see this month's feature on how to freeze food in glass jars?), I get to be part of all the fun free eBooks Mandi Elman publishes over there. This month she

Up to four sponsors can be featured with a visual image ad at the bottom (125x125 OR 468x60) for \$25 each OR \$75 for exclusive sponsorship of newsletter.



# Extra Opportunity: Conference Sponsorship

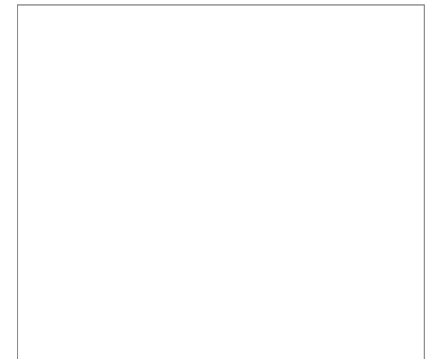
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Many bloggers attend conferences with other bloggers to hone our craft and network. **A blog conference sponsorship, either full (exclusive) or partial, is a unique way to get your brand in front of many influential writers and mothers.** I would be able to promote your brand on Kitchen Stewarship, via Twitter, and live at the conference. A full conference sponsorship usually runs between \$500-1500, and an exact amount will be quoted when a conference is upcoming. Terms are negotiable. Please contact for further details and availability.

## Anything Else?

I like to be creative. If you have a creative advertising/sponsorship idea to run by me, I'm more than happy to consider it! An eBook sponsorship is another option to explore, as I always have a new upcoming book to discuss. Email at [kitchenstew@gmail.com](mailto:kitchenstew@gmail.com).



# Interested? Contact Information

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Katie Kimball  
[kitchenstew@gmail.com](mailto:kitchenstew@gmail.com)  
[www.kitchenstewardship.com](http://www.kitchenstewardship.com)  
@kitchenstew  
989-306-0935

